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ATTORNEY and APPOINTMENT OF
NEW POWER OF ATTORNEY

Application Number	09/758,025
Filing Date	January 10, 2001
First Named Inventor	Sharfman et al.
Art Unit	Not Yet Assigned
Examiner Name	Not Yet Assigned
Attorney Docket Number	786515600036

I hereby revoke all previous powers of attorney given in the above-identified application: **RECEIVED** A Power of Attorney is submitted herewith.

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OR I hereby appoint the practitioners at Customer Number:

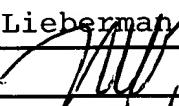
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 Please change the correspondence address for the above-identified application to: The address associated with
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<input checked="" type="checkbox"/> Firm or Individual Name	John V. Biernacki			
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I am the:

 Applicant/Inventor. Assignee of record of the entire interest. See 37 CFR 3.71.
*Statement under 37 CFR 3.73(b) is enclosed. (Form PTO/SB/96)***SIGNATURE of Applicant or Assignee of Record**

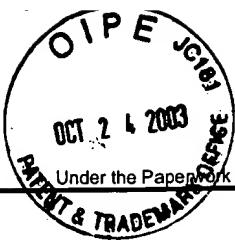
Name	Mark Lieberman		
Signature			
Date	10/20/03	Telephone	(212) 867-6416

NOTE: Signatures of all the inventors or assignees of record of the entire interest or their representative(s) are required. Submit multiple forms if more than one signature is required, see below*.

 *Total of _____ forms are submitted.

This collection of information is required by 37 CFR 1.36. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 3 minutes to complete, including the gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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STATEMENT UNDER 37 CFR 3.73(b)Applicant/Patent Owner: Joshua Dov Joseph Sharfman et al.Application No./Patent No.: 09/758,025 Filed/Issue Date: January 10, 2001Entitled: System and Method for Managing and Distributing Associated Assets in Various Formats
Interactive Video Technologies, corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)**RECEIVED**

states that it is:

1. the assignee of the entire right, title, and interest; or

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2. an assignee of less than the entire right, title and interest.

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The extent (by percentage) of its ownership interest is _____ %

in the patent application/patent identified above by virtue of either:

A. [] An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

OR

B. [X] A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: inventors To: Digital Lava CorporationThe document was recorded in the United States Patent and Trademark Office at Reel 011624, Frame 0716, or for which a copy thereof is attached.2. From: Digital Lava Corporation To: Interactive Video Technologies, Inc.The document was recorded in the United States Patent and Trademark Office at Reel 012880, Frame 0527, or for which a copy thereof is attached.

3. From: _____ To: _____

The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

[] Additional documents in the chain of title are listed on a supplemental sheet.

[] Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

10/20/03Mark Lieberman

Date

Typed or printed name

(212) 867-6416

Telephone number

Signature

Chief Executive Officer

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.